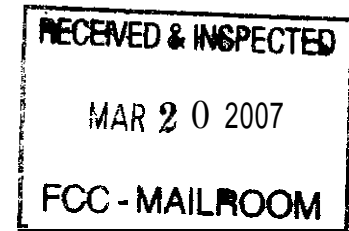


RENAX Magic Real Estate Show,
4630 California Avenue, Bakersfield, Ca, 93309.
www.bakersfieldmagic.com
T 661-616-4040/ C 661-246-7180
FAX 661-616-4041

Federal Communications Commission's Secretary,
Office of the Secretary Attention: CGB Room 3-B431
445 12th Street S.W. Washington, DC 20554



Date 3/08/2007

RE: Request for Exemption from Closed Captioning

Dear Sir or Madam,

Our company, RE/MAX Magic Real Estate, produces in-house a 30 minute paid program that airs locally in Bakersfield California. "The RE/MAX Magic Show" is a 30 minute video tour of active real estate listings from RE/MAX Magic Real Estate in the Bakersfield and Kern County area. In the show, we spend 30 seconds to about a minute showcasing each home. Various shots include the house exterior, backyards, interiors, and any distinct features. We have produced and locally aired this show for a little over a year and since the beginning we have produced the show in such a way that the video images of our featured houses are cropped in a letterbox style; this allows for black bars across the top and bottom of the screen throughout 98% of the show. It is on these black areas of the screen that graphic text is superimposed. This text contains all of the pertinent information about the house that is currently appearing on screen, such as house price, contact phone numbers, location, basic features, and a house identification number. This text information stays on-screen throughout the duration of the show and is updated accordingly. Audibly there is music playing and an announcer describes the house. As you can imagine our program "The RE/MAX Magic Show", by way of its existing format, is extremely informative to our hearing impaired audience.

We would like to petition the FCC for an exemption from adding Closed Captioning to our program for the following reasons:

1. "The RENAX Magic Show" is a non-news, locally produced show that airs locally, features local properties for sale, and because of an active real estate market the show by nature has no repeat value. When a sale is pending that house for sale is pulled from our show within 24 hours. Also, when a house is listed with RE/MAX Magic Real Estate, our promise is to feature that house on TV within 72 hours. If we were required to send our show out to a service that would add Closed Captioning to our program, in a best case over-night shipping scenario, we would add a minimum of three days to the time it would take for our show to be updated, not only would that severely affect our business promise to our real estate customers but in this active real estate market, a house could be sold in those 6 to 7 days before the listing would actually hit the air. Also the same would apply to a house that was sold, where it would take 4 to 5 days before that listing could be pulled off the air.
2. While our program is not a Community Bulletin Board a majority of our audio content is displayed visually with on-screen text that occupies over 30% of the screen throughout 98% of the total program. If Closed Captioning were added it would either be positioned to cover over our existing text causing a jumble of characters, or if the Closed Captions were positioned over the cropped and scaled portion of video showcasing the house, it would impair the viewers chance to see for instance the type of flooring in a room, or ceiling fans or lighting.

We at RE/MAX Magic Real Estate recognize the importance of Closed Captioning and the benefits to hearing impaired viewers. We are open to providing closed captioning to future programs that have repeat value and that will air many times over and over. But with regards to "The RE/MAX Magic Show" we would hope that for the reasons listed, the FCC and the reviewing organizations will allow "The RE/MAX Magic Show" an exemption from Closed Captioning requirements.

Sincerely yours,

A handwritten signature in black ink, appearing to read 'Jillian Maggard', with a long, sweeping horizontal line extending to the right.

Producer

RE/MAX Magic Show